

## **LISTING OF THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **1. - 63. (Canceled)**

#### **64. (Currently Amended)** An advertisement presentation system comprising:

a server connected to a network;

an advertisement server distributing an advertisement; and

a user side equipment ~~which~~ that presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein,

the user side equipment ~~calculates~~ is effective to calculate a time necessary for presenting the advertisement up to the end based on a size of advertisement data and, based on a transmission speed of a communication line and a size of [[the]] target data, [[and]] adjusts a data transfer speed applied to download the target data in order to finish the downloading operation in the calculated time, and wherein

a portion of the target data is not downloaded to the user side equipment before end of reproduction of the advertisement.

### **65. - 68. (Canceled)**

#### **69. (Previously Presented)** An advertisement presentation system according to

claim 64,

wherein, said size of the advertisement data is a file size of the advertisement data.

### **70. (Canceled)**

#### **71. (Currently Amended)** An advertisement presentation system according to

claim [[70]] 64,

wherein, said portion of the target data is downloaded to the user side equipment after reproducing the advertisement.

**72. (Currently Amended)** An advertisement presentation system according to claim [[70]] 64,

wherein, the user side equipment downloads the portion of the target data by using a URL, received from the advertisement server.

**73. (New)** An advertisement presentation system comprising:  
a server connected to a network;  
an advertisement server distributing an advertisement; and  
a user side equipment that presents the advertisement received from the advertisement server while conducting an operation of transmitting/receiving data to/from the server via the network, wherein

the user side equipment, if target data is downloaded before reproduction of the advertisement finishes, by utilizing a remaining time until reproduction of the advertisement finishes, downloads other target data in accordance with a user's request.